

Natasha Patel

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EDUCATION

RUTGERS UNIVERSITY - New Brunswick, NJ
Master of Business and Science
Concentration: User Experience Design (UXD)

January 2025 - December 2026

RUTGERS UNIVERSITY - New Brunswick, NJ
Bachelor of Science
Major: Exercise Science

September 2018 - May 2022

PROFESSIONAL EXPERIENCE

NETELIXIR | Rutgers MBS Externship Program
UI/UX Design Extern

June 2025 - August 2025

- Performed a comprehensive **UX audit of LXRInsights AI-Powered dashboard** using **heuristic evaluation**, identifying **12+ friction points** and proposing design optimizations to improve information clarity and dashboard navigation.
- Created **annotated wireframes** and **actionable recommendations** based on research findings, aligning design suggestions with both **user needs and business goals**.
- Partnered with a **cross-functional** team of **3 externs** to present **UX findings** and a **redesigned dashboard concept** to NetElixir mentors and marketing professionals, receiving strong feedback on the usability improvements.

PROJECTS

RUTGERS KNIGHTLIFE COMMUNITY APP | MBS Design Course Project
UI/UX Designer

May 2025

- Collaborated with a team of designers in **ideation, concept development, and prototyping**, incorporating **usability testing** to refine design solutions and create a more intuitive user experience.
- **Led research** by distributing surveys to **30+ students** and conducting **10+ user interviews** to identify key engagement needs, informing design decisions.
- Executed a **heuristic evaluation, designed 8+ wireframes** and **2 interactive prototypes in Figma**, and applied **usability principles** (e.g., system status visibility, user control) to streamline **navigation**.

MOVE BETTER PHYSICAL THERAPIST ASSISTANT APP | Personal Project
UI/UX Designer

August 2024

- Led the **end-to-end design** and development of a **physical therapy assistant app**, leveraging healthcare expertise to address **patient and clinician needs**.
- Created interactive **prototypes in Figma**, refining app functionality based on feedback from **25 participants** and aligning with real-world therapy scenarios.
- Conducted **user research** and **usability testing** with **10 patients** and **4 physical therapists**, optimizing exercise tracking and progress monitoring, while applying principles of **accessibility, empathy, and patient-centered design**.

CERTIFICATION

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE
Coursera

October 2023

SKILLS

Research: Usability Testing, Surveys, User Interviews, Focus Group Interviews, User Journey Mapping, User Personas, Information Architecture, Heuristic Evaluation, Competitive Analysis

Design: User Experience Design, User Interface Design, Interaction Design, Visual Design, Prototyping, Wireframing, User Task Flow, Style Guide, Accessibility Design, Responsive Web Design

Tools: Figma, Adobe XD, Sketch, Miro, HTML, Google Suite, Microsoft Office Suite